

A version of the replacement title marked to show all the changes relative to the previous version of the title is attached on a page separate from this amendment, in accordance with 37 C.F.R. § 1.121(b)(1)(iii).

IN THE CLAIMS:

Applicant has amended claims 24, 26, 28, 30, 32-33, 36, and 41, as indicated here. A clean version of the claims is set forth below and a marked version of the claims indicating the amendments (deletions within brackets and additions by underlining) is set forth at the end.

CLEAN VERSION:

24. (Amended) A product for use with a telephonic-interface control system accessed through a telephone communication facility from a telephone, said product to be processed by said telephonic-interface control system in accordance with one specific telephone processing format to be selected from a plurality of telephone processing formats, said product comprising:

a base substrate having printed thereon telephone number data which is to be entered by a caller via a telephone to thereby gain access to at least certain operations of said specific telephone processing format;

said base substrate further having printed thereon unique identification data relating to said specific telephone processing format which unique identification data is to be entered by a caller via said telephone to thereby gain access to said certain operations of said specific telephone processing format, said unique identification data further serving as a consumable key that is tested by said telephonic-interface control system to provide an indication that it has not been consumed by prior use before allowing said

caller to gain access to said certain operations of said specific telephone processing format;

a concealing layer over at least a portion of the unique identification data; and
said base substrate still further having printed thereon additional machine-readable data corresponding at least in part to said unique identification data for verification to establish a correlation between at least certain of the additional machine-readable data and at least certain of the unique identification data for processing data relating to the product including tracking the product.

26. (Amended) A product according to claim 24, wherein said additional data is a machine readable code which allows a retailer from whom said caller directly purchases the product to automatically process data relating to said product maintained by said telephonic-interface control system.

28. (Amended) A product according to claim 24, wherein at least a portion of said unique identification data is concealed by the concealing layer until purchased by said caller.

30. (Amended) A product according to claim 24, wherein said telephone number data printed on said base substrate which is entered by a caller is one from a plurality of called numbers relating to called terminal digital data automatically provided by said telephone communication facility to identify said one specific telephone processing format from said plurality of telephone processing formats.

32. (Amended) A plurality of products for use with a telephonic-interface control system accessed through a telephone communication facility from a telephone, said products to be processed by said telephonic-interface control system in accordance with at least one specific telephone processing format selected from a plurality of telephone processing formats, said plurality of products comprising:

at least one base substrate of at least certain of said plurality of products having printed thereon specific telephone number data which is to be entered by callers via a telephone to thereby gain access to certain operations of at least said one specific telephone processing format;

said base substrate of each of said plurality of products having printed thereon a unique identification data relating to said specific telephone processing format which is to be entered by callers via said telephone to thereby gain access to said at least certain operations of one specific telephone processing format, said unique identification data tested by said telephonic-interface control system to provide an indication that limits specified on the use of said products have been satisfied before allowing said callers to gain access to said at least certain operations of said one specific telephone processing format;

a concealing layer over at least a portion of the substrate that has at least a portion of the unique identification data printed thereon; and

said base substrate further having printed thereon additional machine-readable data correlating at least in part to said unique identification data in accordance with a relationship known to a provider of said products for control purposes.

33. (Amended) A plurality of products according to claim 32 wherein at least a portion of said unique identification data on said products is concealed by the concealing layer until purchased by said caller.

36. (Amended) A product according to claim 32, wherein said base substrate further comprises:

a visual symbolic graphic representation indicating a name or a theme relating to said specific telephone processing format, said visual symbolic graphic representation being visible to said caller upon purchase.

41. (Amended) A product for use with a control system accessed through a telephone communication facility from a telephone instrument, said product to be processed by said control system in accordance with one specific format selected from a plurality of processing formats, each of said processing formats being identified with a different telephone number that provides access to it, said product comprising:

a base substrate having printed thereon telephone number data which is to be entered by a caller via said telephone instrument to thereby gain access to said specific telephone processing format;

a concealing layer on at least a portion of said base substrate concealing at least a portion of a unique identification data printed on said base substrate and relating to said specific telephone processing format, said unique identification data to be entered by a caller via said telephone instrument to thereby gain access to at least certain operations of said specific telephone processing format, said unique identification data tested by said